

% Carton Vol by TC

CARTON VOLUME CONTRIBUTION BY TRADE CLASS

| | <u>Supermarkets</u> | <u>Drug Stores</u> | <u>Mass Merchandisers</u> | NCS Stop & Go C-Stores* | Approx. All Outlets Combined |
|--------------------------------|---------------------|------------------------|-------------------------------|-------------------------------|------------------------------------|
| Philip Morris | 55.6% | 45.2% | 75.1% | 6.5% | 23.2% |
| Marlboro | 50.6% | 40.3% | 73.0% | 6.2% | 20.1% |
| <u>PM Other Premium Brands</u> | 61.8% | 51.8% | 75.7% | 6.0% | 20.6% |
| B&H | 62.4% | 53.1% | 77.2% | 6.2% | 30.3% |
| Merit | 63.6% | 53.1% | 78.1% | 7.8% | 28.5% |
| V Slims | 57.9% | 50.5% | 72.7% | 6.4% | 30.2% |
| Parliament | 67.1% | 46.3% | 81.6% | 11.0% | 32.1% |
| <u>PM Discount</u> | 65.0% | 53.3% | 82.0% | 10.1% | 30.4% |
| Basic | 58.4% | 46.6% | 77.9% | 10.1% | 26.0% |
| Industry | 62.3% | 47.9% | 76.8% | 8.0% | 26.7% |

* Based on NCS Stop & Go stores in four markets. Does not represent the C-store trade class

Sources: Nielsen & NCS Scanning Databases

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